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Automotive News

Detroit, November 2, 1981

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Auto makers lose $1 billion in 3rd quarter

Red ink spurs basic changes at Big Three

By Edward Lapham
Financial Editor

The $1 billion in third-quarter after-tax losses posted by the auto makers reflects a continuing industrywide depression and indicates some fundamental changes for Detroit.

While the July-September period traditionally has been the weakest quarter of the year due to model changeover costs, the diverse introduction dates scattered throughout the year have tended to spread retooling costs as well.

In the third-quarter statement, the makers all cited continued weak worldwide auto markets, particularly in the U.S,. where recent Reagan Administration acknowledgements that there is a recession means the auto depression has spread through the economy.

One of the most significant aspects of the past quarter, analysts believe, was the larger-than-expected $468 million after-tax loss by General Motors, accompanied by a rundown in working capital to $367 million at Sept. 30, without an oversized depreciation and amortization tab.

In a late September report to clients, Maryann Keller, vice president and auto analyst for Paine Webber Mitchell Hutchins, Inc., wrote that GM's business plan seemed to be changing.

She said the two-seat P-car project was delayed and a program which would have downsized B- and C-body cars on a front-drive platform for '83 was changed to putting "B" nameplates on old A-Special rear-drive platforms while leaving the larger C-body cars unchanged.

"GM's new approach seems more like those Ford and Chrysler have been forced into by lack of funds," she wrote.

"When General Motors announced a $40 billion capital spending program more than 1½ years ago, a general perception took hold that it was only a matter of years before GM would buy its way out of its problems," Keller said. "The company's solution was to introduce a brand-new automobile in virtually every segment of the market.

"This rose-colored view of the future is obviously undergoing revision and a new reality seems to be emerging at GM," she said.

In an interview with Auto-

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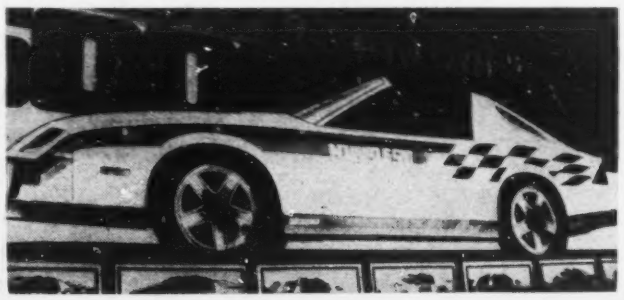
Camaro Pace Car



Off the wall

Here's a concept sketch of the 1982 Camaro pace car that will lead the pack to start next year's Indianapolis 500 auto race. The rendering, on paper, was removed from the walls of Chevrolet's styling department in Warren, Mich., and brought to Indianapolis by Chevy General Manager Robert D. Lund, who displayed it at the Indy Speedway banquet hall, where he addressed the annual Sportsmen's Banquet, Oct. 19.

Further sales decline seen before any turnaround comes

By Jenny L. King
Staff Writer

A recent report from a prominent auto analyst said "bleak outlook for the fourth quarter."

A used-car wholesaler in the Detroit area suggested: "We need some excitement in the market, but we can't survive on it alone, and I think things are going to get much worse before they get better."

The 1982 model year is off to a very modest start. Domestic sales for the first two periods in October were down 31 percent from early 1981 model-year sales. They were closer to 1958 levels.

Long-range sales forecasts are optimistic, but few persons willing to look to the end of this calendar year can see anything but a continued slump.

"You'll have to admit things were quiet in October, they'll get even slower in November, and by December they'll be all but dead," said John Lund, of Lund Motors, used-car wholesale operation in Royal Oak, Mich. (if the occasional Rolls Royces, Porsches and Cords he also handles can be dubbed "used cars").

"As sure as the snow flies, sales go down the end of the year. But I think we will see a real resurgence the first of next year."

Lund lamented the logic-based approach to buying that characterizes today's market. He said he believes people would rather get emotional about their cars and if they could let themselves go they would start buying again.

Lund cited January introductions of the Chevrolet Camaro and Pontiac Firebird as sure stimulants of the market. People who have been postponing buying will come back the first of the year, he said.

Sam LaFata, owner of Aptco Auto Auction in Taylor, Mich., thought the lid will come off much sooner than January.

"The shut down we're witnessing now is only temporary. Sales will pick up before the end of the year—very soon, I think," said LaFata. He said the auction business is healthy now with the influx of 1981-model rental and lease cars generated

Continued on Page 8, Col. 3

Health benefits cost Chrysler $300 a car

DETROIT. — Chrysler Corp. is paying health care benefits equivalent to $300 per car, according to a company official. The company is considering restructuring its health benefits.

The official also said Chrysler has a $6 per hour labor cost disadvantage with Japan. General Motors and Ford Motor Co. have said they have an $8 per hour difference with Japan and are planning to retrieve it from the UAW in 1982 negotiations. The two companies are also demanding changes in the benefits plans to lower expenses.

Chrysler's current labor cost stands at around $18 per hour, compared to the $20-21 per hour at GM and Ford. The lower cost is due to concessions given the ailing auto company.

breaking news

Tax proposal recognizes auto plight

WASHINGTON.—The latest proposal made by the Reagan Administration to increase federal revenues to offset the coming budget deficit seems to recognize the plight of the auto industry. Current suggestions are to allow individuals to deduct interest payments on their personal taxes so long as they are made for autos or for homes while ditching interest

See BREAKING NEWS, Page 8, Col. 1

Peck estimates savings of $75 to $100 per car

NHTSA scraps mandate for air bags or automatic belts

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The NHTSA has rescinded the passive-restraint mandate, which would have required air bags or automatic seat belts in standard and midsize cars in '83 and small cars in '84. The auto makers had planned to meet that rule by using detachable automatic belts.

Administrator Raymond A. Peck said installation of detachable automatic belts to meet the rule would likely mean that use of those belts would be no higher — or perhaps only marginally higher — than the current 11 percent usage rate for conventional seat belts.

In addition, NHTSA said consumer costs for the program would be between $75 and $100 per car, a projected total of $1 billion when all new cars had the passive systems installed. Increased fuel consumption caused by the extra weight of the passive system could cost another $150 million per year, NHTSA estimated.

Officials have said that striking the passive-restraint rule will allow the auto industry to re-allocate $400 million in capital investments.

The lower prices which would be tagged on non-passive-equipped cars will also act as a much-needed sales inducement, although Peck said that sales-increase estimates of 395,000 by General Motors and 235,000 by Ford Motor Co. may be "overstated."

• Peck said his decision might have been different if auto makers had planned a higher use of air bags. Peck said the auto makers had scheduled a 60 percent usage of air bags when the rule was originally put in place in 1977. Last spring, however, domestic makers scrubbed air-bag plans in favor of a 99 percent installation rate of detachable automatic seat belts.

He repeated that if an air-bagged car were available, he would buy one. (Peck owns a BMW. That company was seriously considering using air bags.)

Peck stressed he was not "killing the air bag," there is ample evidence that the air bag was already "killed" by the economy, high prices, uncertainty and delay. Of course, any auto maker wanting to use air bags or automatic belts may continue to do so, as an option, and Volkswagen of America promptly said it would continue to offer them on its Rabbit.

Peck also said he has urged auto makers to continue work

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Lower impact speeds expected

New bumper standard due early next year

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A new bumper standard is expected from NHTSA early next year. That may allow enough time to catch the 1983 models but cost savings can begin very quickly.

The public hearing has been held. More written comments are expected. A public wrap-up is still scheduled for Nov. 12.

If impact test speeds are lowered to 2.5 MPH front and rear, from five MPH, the auto makers within a few weeks can drop the hydraulics behind the bumper face bars. That will bring a quick savings.

Further savings would be possible for '84 models, but the consumer might not keep money in the pocket — only see less of a price hike.

In September, the new NHTSA concluded the bumper standard — 5 MPH, front and rear, 3 MPH for corners and no damage except for shallow dimples — costs customers more than it saves. It fails to meet the criterion of the 1972 law of "maximum feasible reduction of costs."

NHTSA's proposal was to consider nine changes — combining lower test speeds — 2.5 MPH and even an unregulated bumper assessed at 1.5 MPH with degrees of damageability, one for the vehicle and the other for the vehicle plus bumper face bar.

The regulation, it was suggested, probably would keep the bumper height requirement, eliminating override and underride in parking maneuvers, as being cost beneficial. It would at least prevent damage to safety components on the ground the original idea was a safety standard, not merely the economic regulation it became after the 1972 law.

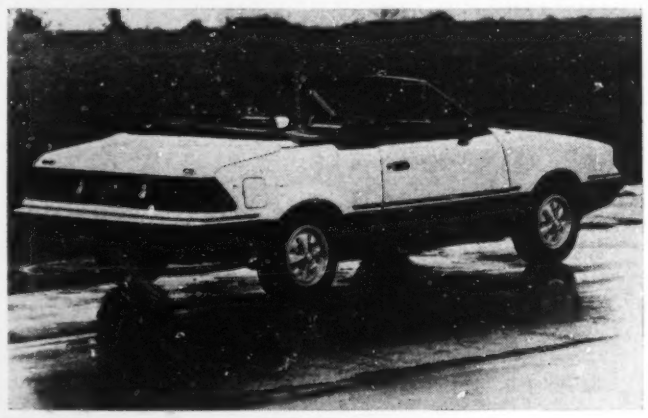
The assessment of costs and benefits, essential to this regulation, is very complex.

It is hard enough when dealing with damage that is reported and repaired. It is even worse when dealing with damage not reported and not repaired. There is little real-world low-speed accident experience, and insurance data is largely historical and incomplete. Further, early designs that were used to meet the regulation were unduly heavy and costly.

The question was whether to use cheap and heavy metal and incur more fuel penalty or to use more energy-consuming and expensive lighter, stronger metals or plastics. Although all the speeds are low-impact, the forces used to control 5 MPH are four times those needed for 2.5 MPH.

State Farm Mutual, the only

Continued on Page 43, Col. 1



Dynamic convertible EXPosed

Dynamic Conversions, Inc., Hillsdale, Mich., has introduced convertible versions of the Ford EXP and Mercury LN7 two-seaters. An interior headliner is optional. The conversions will be sold through authorized dealers. Retail price for the droptop treatment is $5,000.

Can include imports and domestics in figure

VWoA granted exemption for combined CAFE

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — NHTSA has granted Volkswagen of America's petition for an exemption — effective for '82 models — from the requirements that domestic vehicles must comply with the average fuel economy standard separate from imported vehicles.

General Motors is the only company that objected to VWoA's petition. GM said such an exemption might provide VWoA with a competitive advantage by avoiding fines for its captives which might miss the CAFE.

Under the recently amended law, NHTSA must grant the petition unless it finds that such actien will mean fewer auto manufacturing jobs in the U. S. The decision means that VWoA will be able to count its less fuel-efficient Audis and Porsches along with its domestic-made Rabbits.

VWoA asked that the law be changed — as it was — because under the old law, it could not exceed 75 percent domestic content and still be able to count imports in determining compliance.

VWoA's domestic content for its U. S. Rabbits is now about 60 percent and over the next few years, it plans to exceed the 75 percent level of domestic content.

In signing the exemption, NHTSA head Raymond Peck said that looking solely at employment and assuming VWoA would not risk a civil penalty liability for its Audis and Porsches by exceeding the 75 percent level for Rabbits without an exemption, NHTSA thinks U. S. employment would increase by 10,000 to 15,000 jobs because of the exemption.

"With the requested exemption," Peck said, "VWoA might well increase the domestic content of its U. S. Rabbits by 10 to 15 percent (from the current level to slightly above the 75 percent statutory threshold), or the equivalent of about 40,000 to 60,000 complete vehicles produced with 100 percent U. S. labor and components.

"If, as VWoA has suggested, each automobile produced gen-

Continued on Page 43, Col. 1

Air board order slapped on 5 more modifiers

California halts exotic-import sales

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The California Air Resources Board, in a sudden crackdown, has ordered five firms to stop selling within the state the new, exotic imports they modify to meet California emission standards.

Similar action can be expected against other California modifiers, CARB sources said.

The action effectively wipes out the biggest market for these new exotic imports — typically high-powered European autos — which the manufacturers do not export themselves to the U. S. and which are not certified by the makers to meet U. S. or California emission rules.

The action will prevent any modifier from selling in California a new vehicle that the manufacturer has not certified.

It raised an immediate firestorm of protest from the affected firms who argue that the action is unwarranted and contrary to federal law which permits such activity.

Cited by the CARB were Hollywood Sports Cars, Inc.; O'Gara Coach Co., of Beverly Hills; ACI, of Santa Monica; Prestige Porsche-Audi, Ltd., of Glendale, and Classic Motors, of Beverly Hills and Chicago.

CARB alleged the firms were offering for sale new vehicles that were not in compliance with state health and safety regulations.

Earlier this year, CARB cited Al Mardikian/Trend Import Sales, Inc., for a similar alleged violation. Mardikian denied any wrongdoing and has said he intends to challenge the order.

• California, more than any other state, is a booming market for exotic cars not otherwise available in the U. S.

It also has some very severe pollution problems and to combat them has enacted the most stringent tailpipe standards in the country.

Bringing certain exotic vehicles into compliance with those standards can be a very expensive proposition but also a lucrative one. As a consequence, the state is seeing an explosion of firms offering such services.

Concerned about that and the quality of the work being done, CARB decided to crack down. Its feeling is that no one but the manufacturer is capable of certifying that a new vehicle meets its standards. It does not like the idea of small shops offering new non-certified vehicles for sale with promises that they can be certified.

Only a manufacturer is qualified to certify that a vehicle will meet emission standards for the required 5 years and 50,000 miles, a CARB spokesman said.

If a manufacturer chooses not to bring certain vehicles here, it must be assumed it knows what it is doing, he said. Thus, the modifier of a non-certified vehicle still has a non-certified vehicle when he is finished as far as CARB is concerned, he said.

He added, though, that CARB is considering ways to allow modifiers to qualify as manufacturers. If they can do the full 50,000-mile certification procedures, offer the requisite warranties and get the OK from the manufacturer, CARB might reconsider its stance, he said.

Whether the car makers

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57th year — No. 4887

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Mid-October total is 149,472, down 27 pct. from 1980

New-car sales sink to 23-year low

By Jenny L. King
Staff Writer

Domestic new-car sales during mid-October were lowest for that period since the modest 82,470 total reported in 1958, and were less than one-half of the record 334,290 sales reported during Oct. 11-20 of 1971.

The domestic auto makers retailed 149,472 new cars in mid-October, down 26.90 percent from 204,466 a year earlier, and up just 1.43 percent from the first 10 days of October this year.

Interest ceilings, rebates and price specials offered by factories and dealers did not convince new-car buyers to purchase a 1981 or 1982 domestic model. It was the fourteenth of 29 sales periods to date in which sales were below 1980 levels.

Volkswagen of America was the only U. S. auto maker to enjoy a mid-month sales increase. VWoA dealers sold 4,031 Rabbit sedans, up 37.76 percent from 2,926.

• General Motors sales dropped 33.51 percent, to 90,232 from 135,700. Ford Motor Co. sales of 35,343 new cars were down 12.19 percent from 40,249. Chrysler Corp. reported a sales drop of 18.54 percent, to 16,366 from 20,091, while estimated sales of American Motors passenger cars numbered 3,500, down 36.36 percent from 5,500.

GM's market share dropped to 60.37 percent from 66.37 percent. Ford was up to 23.64 percent from 19.68 percent. Chrysler edged ahead to 10.95 percent from 9.83 percent. VWoA claimed 2.70 percent, up from 1.43 percent, and AMC's estimated share was 2.34 percent, down from 2.69 percent.

Four of the 14 U. S. makes were up during the period. VW advanced 37.76 percent, Plymouth was up 19.99 percent, Lincoln was up 15.02 percent and Cadillac was up 4.66 percent.

Chrysler suffered the greatest drop, down 75.65 percent, followed closely by Imperial at 73.85 percent. Also down were: Chevrolet, off 44.61 percent; Pontiac, off 38.17 percent; AMC, off 36.36 percent; Buick, off 26.61 percent; Oldsmobile, off 22.70 percent; Dodge, off 18.02 percent; Mercury, off 16.42 percent, and Ford, off 12.47 percent.

DOMESTIC SALES

	Oct. 11-20, 1981	Oct. 11-20, 1980
AMERICAN MOTORS	3,500	5,500
Chrysler	1,102	4,525
Imperial	57	218
Plymouth	8,289	6,908
Dodge	6,918	8,439
CHRYSLER CORP.	16,366	20,091
Ford	25,288	28,892
Mercury	7,995	9,566
Lincoln	2,060	1,791
FORD MOTOR	35,343	40,249
Buick	17,315	23,593
Cadillac	7,293	6,968
Chevrolet	31,428	56,744
Oldsmobile	21,350	27,618
Pontiac	12,846	20,777
GENERAL MTRS.	90,232	135,700
VOLKSWAGEN	4,031	2,926
TOTAL	149,472	204,466

• Ford Escort was the top-selling nameplate in mid-October with sales of 8,192 units. Second was Oldsmobile Cutlass Supreme at 6,598, followed by Chevrolet Citation at 6,552, Plymouth Reliant at 6,238 and standard Chevrolet at 5,309.

During the year-ago period, the top five were: Chevrolet Chevette, Citation, Chevrolet Malibu, Cutlass Supreme and Ford Fairmont.

The mid-October daily selling rate averaged 18,684, down 26.90 percent from a healthier 25,558 a year ago. There were eight days in both periods.

Year-to-date sales totaled 5,222,715, down 2.26 percent from 5,343,369 sold during the equivalent 1980 period.

Total of 205,507 is down 4.3 percent

Import registrations slip again in August

By Richard A. Wright
Assistant Managing Editor

For the second straight month, registrations of new imported cars in August declined from a year earlier, according to figures compiled by R. L. Polk & Co.

August import registrations totaled 205,507, down 4.30 percent from 214,742 a year earlier, which is the record for the month. The August total was also down a bit from the July figure of 206,653.

Imports took 28.51 percent of total U. S. registrations in August, down two full percentage points from 30.51 a year earlier. The import penetration has declined each month since hitting its all-time peak of 30.58 percent in May.

Import registrations for the first eight months of 1981 were 1,686,331, which was still running slightly (0.02 percent) ahead of 1,686,030 last year.

Imports accounted for 29.07 percent of total U. S. registrations in the first eight months, up from 28.72 percent last year.

Of the top 10 imports in August, Honda again posted the biggest gain in market share compared with a year earlier, as it took 15.23 percent of import registrations, up 1.74 percentage points.

Also increasing their shares were Subaru, up 1.50 points to 6.39 percent; Volvo, up 0.51 of a point to 2.87 percent; Toyota, up 0.31 of a point to 23.53 percent; Mercedes-Benz, up 0.25 of a point to 2.38 percent, and Mazda, up 0.18 of a point to 6.10 percent.

The gains were at the expense of Datsun, which dropped 2.43 points to 18.45 percent, and Volkswagen, down 1.25 points to 9.72 percent.

The top 10 imports accounted for 88.77 percent of registrations in August, compared with 88.16 percent a year earlier. In the first eight months, the top 10 accounted for 88.45 percent, compared with 88.79 percent last year.

• Japanese nameplates accounted for 75.7 percent of import registrations in August, up from 72.83 percent a year earlier.

Registrations by country of origin in August were:

	Aug., 1981	Aug., 1980
Japan	154,480	156,403
West Germany	35,349	40,812
Sweden	7,014	6,347
Italy	3,729	3,321
France	3,200	3,172
United Kingdom	1,735	4,679

Registrations by country of origin for the first eight months of 1981 were:

	8 mos., 1981	8 mos., 1980
Japan	1,268,993	1,260,078
West Germany	293,277	306,993
Sweden	53,091	42,666
Italy	27,281	30,511
France	29,515	23,842
United Kingdom	14,174	19,932

Registrations of imported trucks in August totaled 41,808, down 7.69 percent from 45,291 a year earlier. Registrations of imported trucks in August were:

	Aug., 1981	Aug., 1980
Toyota	12,593	12,479
Datsun	9,514	9,615
Chevrolet LUV	5,071	6,494
Ford Courier	4,853	5,952
Others	9,777	10,751
TOTAL	41,808	45,291

The truck import total for the first eight months of 1981 was 325,178 down 9.13 percent from 357,862 last year. Registrations of imported trucks in the first eight months were:

	Aug., 1981	Aug., 1980
Toyota	83,762	93,210
Datsun	73,799	73,976
Chevrolet LUV	46,975	57,840
Ford Courier	43,094	50,827
Others	77,548	82,009
TOTAL	325,178	357,862

High-level shakeup seen as Thomee quits VW post

DETROIT.—Volkswagenwerk AG appears to be in for some top-level management changes.

Friedrich Thomee, finance director and acting chairman of the board of VW, tendered his resignation after 16 years with the company.

The resignation, coupled with the continuing poor health of Chairman Toni Schmuecker, who may elect not to continue as chairman, opens up potential top positions at the company.

Thomee's resignation may have been partly inspired by his backing of the purchase of Triumph-Adler, a producer of office machines, which is losing money. Thomee's support of the Triumph-Adler purchase is considered to have hurt his chances of becoming chairman.

The possibility that Volkswagen may get a new chairman has been speculated upon for months, ever since Schmuecker first experienced his heart attack.

Schmuecker is currently working on company business on a limited basis, as his health allows, and has not decided whether to resume the chairmanship full time.

Industry sources feel he will come up with some kind of decision when the Supervisory Board holds its next regularly scheduled meeting, Nov. 13.

Thomee's request to be relieved of his position was taken as a sign that Schmuecker may decide not to reassume the full time chairmanship. Thomee has said that he would not work under a new chairman.

Speculation is that Thomee's replacement as finance director may be appointed from outside the company. The Supervisory Board must ultimately decide who will replace Thomee or Schmuecker, if he elects not to continue.

The impending changes came at a period when Volkswagen's 1981 earnings are off, dropping to $6.6 million during the first six-month period from $94.4 million in the like period of 1980.

Viewed against the massive losses chalked up by Ford Motor Co., Chrysler Corp., American Motors and—most recently, General Motors—VW's performance doesn't look too bad. But by Volkswagen's standards (the company earned $140 million in 1980), it isn't very good.

Inspection law dies in Florida

TALLAHASSEE, Fla. — Florida's 13-year-old auto inspection law in Florida ended Oct. 1, but safety experts are talking about a renewal or at least a substitute measure.

Gov. Robert Graham, who pushed for repeal, said it had never been proven to be effective in preventing accidents. He said the $17 million annual cost could be better spent elsewhere on safety measures, including more highway patrolmen.

C. C. Reynolds, who directed the inspection program from the beginning, retorted: "How can you prove you prevented something that didn't happen? But when you identify a half million cars with defective tires, you feel you prevent an accident."

More diesels

Chevrolet will continue the diesel theme, with a "more diesels than anyone (49 models, in fact)" commercial. Chevette is featured in TV and print, which will have three-page inserts running in November and spreads later in the month. Campbell-Ewald is the agency.

Chevrolet spices TV ads with a humorous touch

By Joseph Bohn
Marketing Editor

Chevrolet is opting for humor at a time when Volkswagen got more serious. So much for a consensus on what makes effective advertising.

The new Chevrolet commercials are calculated, as Russ Chick, ad manager, noted, to get more attention and memorability. It's tough to cut through the clutter of TV, as any advertiser will attest.

There's also a new, or extended, element of science in Cavalier commercials, designed to promote technology and quality, without the tedium of mundane assembly line shots and testing equipment.

Citation advertising includes four separate commercials, pitched to a "diverse group of prospective buyers," as Chick noted, "in an interesting and substantially offbeat manner."

There is a commercial aimed at working women, another at the single person, the family man and the perfect couple.

• Each commercial opens with a reference to the "hero" of the sequence.

In the working woman commercial, Ms. Citation owner walks around her Citation, pointing out a roominess that allows her to store plenty of sample products of what she's selling or accommodate five prospective customers.

"Isn't there any room in your life for more interesting things?" a concluding offcamera voice asks. "I'm working on it," she replies, letting her hair down, as her male lead arrives.

Citation commercials are also being run in a 50-market spot radio buy. Magazine advertising isn't on the agenda until at least March "at the earliest," Chick added.

The reason for concentrating on TV was that the commercials are rather difficult to translate to print ads, he added.

Chick noted that Citation was getting more weight "than we anticipated before the start of the model year. The whole business has slowed down, and Citation certainly along with it."

A new Chevette commercial continues the humorous vein. Two clergymen are walking around the car, one, the owner, pointing out standard features which comes with it. Finally, he admits to spending $89 extra on paint stripes, because "the devil made me do it."

Chevette is also featured in a diesel commercial, which calls attention to the "49 different diesels, more than any one" that Chevrolet now offers.

The full-line diesel ad, with Chevette as a feature car, will have the same format in print. Three-page inserts in the major news weeklies will break in November. Some follow-up spreads will appear in late November.

"The plan is to keep the full line diesel campaign going for the rest of the model year," Chick added.

• Caprice/Monte Carlo/Malibu continue, of course, to be promoted in the one-piece advertising, designated under a "Chevrolet Classics" heading, with multi-page inserts running in various magazines.

Two new Cavalier commercials use "Ergonomics . . . the mastery of mind over matter" to talk about high technology and superior quality.

The commercials feature a masked robot's head, with the announcer calling attention to "the relationship of man to machine . . . science practiced in the creation of . . . Cavalier (which) . . . provides an inner sanctum of precisely placed instrumentation for immediate readout" and other comforts.

"Gamma rays probe, laser beams scan, robots perform incredible feats in the creation of Cavalier, masterminded for remarkable precision, attention to detail . . ."

"Chevy makes good things happen" is the overriding theme for all the ads.

Cavalier print breaks in late November, with spread ads that feature the same approach to technology.

"Naturally there is considerably more detail about how better ways of building reliable to producing better cars," Chick noted.

Mostly, Cavalier's print encompasses mass media publications — about 10 to 12 books — with one-pagers planned sometime in the next "five to six months," Chick said.

Campbell-Edwald is the agency.

IMPORT REGISTRATION SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1981	Percent Share of Market	Regis., Aug., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	Regis., 8 mos., 1981	Percent Share of Market	Regis., 8 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Toyota	48,365	23.53	49,864	23.22	+ 0.31	407,947	24.19	394,571	23.40	+ 0.79
Datsun	37,910	18.45	44,845	20.88	— 2.43	307,302	18.22	356,065	21.12	— 2.90
Honda	31,296	15.23	28,963	13.49	+ 1.74	257,360	15.26	232,704	13.80	+ 1.46
Volkswagen	19,966	9.72	23,551	10.97	— 1.25	157,282	9.33	172,303	10.22	— 0.89
Subaru	13,137	6.39	10,509	4.89	+ 1.50	120,488	7.15	101,445	6.02	+ 1.13
Mazda	12,527	6.10	12,717	5.92	+ 0.18	94,342	5.60	80,321	4.76	+ 0.84
Volvo	5,903	2.87	5,089	2.36	+ 0.51	44,016	2.61	34,137	2.02	+ 0.59
Mercedes	4,895	2.38	4,572	2.13	+ 0.25	40,012	2.37	.....	.....	.....
Audi	4,568	2.22	.....	.....	.....	31,611	1.87	.....	.....	.....
BMW	3,858	1.88	.....	.....	.....	31,250	1.85	46,313	2.75	— 0.90
Fiesta	.....	.....	5,158	2.40	.....	.....	.....	41,414	2.46	.....
Arrow	.....	.....	4,070	1.90	.....	.....	.....	37,781	2.24	.....
All Others	23,080	11.23	25,424	11.84	— 0.61	194,721	11.55	188,956	11.21	+ 0.34
TOTAL	205,507		214,742			1,686,331		1,686,030		
Share of U. S. Total		28.51		30.51	— 2.00		29.07		28.72	— 0.35

Registrations not available for Oklahoma, delayed for Delaware.